

IN THE CLAIMS:

Please amend the claims as follows:

1. to 54. (Cancelled)

55. (Currently Amended) A cable head end apparatus comprising: ~~for providing~~

distribution means for distributing television signals over a digital cable television network to a plurality of remote set top boxes, including a user set top box, and for providing image displaying display services; comprising:

widespread advertising information receiving means for receiving widespread advertising information shared between a plurality of said cable head end apparatuses;

first storing means for storing local advertising information in an advertising database;

photo image receiving means for receiving a photo image from a storage media via ~~a user~~ the user set top box ~~terminal~~;

second storing means for storing the photo image in an image database;

obtaining means for obtaining the local advertising information corresponding to said cable head end apparatus having the image database in which the photo image is stored from the advertising database; and

display controlling means for controlling to display the photo image and the obtained local advertising information together at a user display via the user set top box terminal.

56. (Currently Amended) An apparatus according to Claim 55, further comprising:

menu display controlling means for displaying ~~the photo~~ a service menu at the user display via the user set top box terminal; and

receiving means for receiving a request of the service menu from the set top box terminal,

wherein the display controlling means displays the photo images at the user display in response to the request received by the receiving means.

57. (Cancelled)

58. (Currently Amended) A method for providing image ~~displaying~~ display services comprising the steps of:

distributing television signals via a cable head end apparatus over a digital cable television network to a plurality of remote set top boxes, including a user set top box;

receiving widespread advertising information shared between a plurality of such cable head end apparatuses;

storing local advertising information in an advertising database;

receiving a photo image from a storage media via ~~a user~~ the user set top box terminal;

storing the photo image in an image database;

obtaining the local advertising information corresponding to said cable head end apparatus having the image database in which the photo image is stored from the advertising database; and

controlling to display the photo image and the obtained local advertising information together at a user display via the user set top box terminal.

59. (Currently Amended) A computer-readable memory medium having computer-executable process steps stored thereon for execution by a cable head end apparatus, wherein said process steps comprise:

distributing television signals over a digital cable television network to a plurality of remote set top boxes, including a user set top box, and providing image display services;

a first receiving step for receiving widespread advertising information shared between a plurality of said cable head end apparatuses;

a first storing step for storing local advertising information in an advertising database;

a second receiving step for receiving a photo image from a storage media via ~~a user~~ the user set top box terminal;

a second storing step for storing the photo image in an image database;

an obtaining step for obtaining the local advertising information corresponding to said cable head end apparatus having the image database in which the photo image is stored from the advertising database; and

a controlling step for controlling to display the photo image and the obtained local advertising information together at a user display via the user set top box terminal.